

2001 California Dietary Practices Survey

Table 103: Message Exposure Through TV Advertisements About 5 a Day and Healthy Eating Behaviors

Question: Are you aware of advertisements currently on television about eating fruits and vegetables?

Base: Out of those who are aware of advertisements currently on television.

	Aware of TV Ads	Percent				
		Message of the Ads				
		Eat 5 A Day	Eat Fruits and Vegetables	Healthy Habits	Other	Don't Know, Not Sure
Total	53	10	37	17	20	16
<i>Sex</i>						
Males	50 *	9	40	17	20	14
Females	56	10	35	17	20	17
<i>Males</i>						
18 - 24	46	16	41	10	18	15
25 - 34	42	8	35	21	22	13
35 - 50	53	8	40	21	16	14
51 - 64	50	10	38	13	22	16
65+	58	5	45	10	25	14
<i>Females</i>						
18 - 24	43 *	9	40	14	14	24
25 - 34	54	18	27	19	20	16
35 - 50	55	8	41	21	18	12
51 - 64	60	3	39	19	21	17
65+	65	13	29	11	24	23
<i>Ethnicity</i>						
White	51 **	12	39	15	20	14 *
Hispanic	62	4	38	25	18	18
Black	53	9	30	19	21	18
Asian/ Pacific Islander	42	7	29	20	33	11
<i>Education</i>						
Less than high school	63 ***	6	32	11	23	27 **
High school graduate	59	6	40	19	19	17
Some college	54	14	35	18	21	12
College graduate	44	12	38	18	18	14
<i>Income</i>						
Less than \$15,000	61 ***	6	33	15	26	20
\$15,000 - 24,999	56	12	37	15	19	17
\$25,000 - 34,999	59	13	36	18	18	15
\$35,000 - 49,999	50	9	41	25	14	11
\$50,000+	46	9	43	16	20	12
<i>Physically Active</i>						
Did not meet recommendations	53	9	35	16	21	18
Met recommendations	54	10	40	18	18	13
<i>Overweight Status</i>						
Overweight/Obese	58 **	9	38	17	22	14
Not overweight	50	11	37	17	19	16

¹A box around a group of numbers signifies that differences observed within this group are statistically significant (Chi Square Test).

²Out of those who reported being aware of ads on tv about eating fruits and vegetables

* p<.05

** p<.01

*** p<.001